

Section B: EZ Advertising

Please reference the Publication Profiles section of the FY2009 TEAM Guidelines for added value opportunities with each publication. All ads are four-color except where indicated.

Name of Publication	Insertion Date	Size and Type	Full Net Rate	Half Net Rate (Insertion Cost)	Check ad to be purchased
AAA: Arizona Highroads *includes 0.5% tax (local)	November 2008	Full Page 1/2 Page 1/3 Page	\$8,328.94* \$4,664.21* \$3,041.13*	\$4,164.47* \$2,332.10* \$1,520.57*	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AAA: Arizona Highroads *includes 0.5% tax (local)	May 2009	Full Page 1/2 Page 1/3 Page	\$8,328.94* \$4,664.21* \$3,041.13*	\$4,164.47* \$2,332.10* \$1,520.57*	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AAA: Westways	November 2008	Full Page 1/2 Page 1/3 Page 1/6 Page	\$9,500.00 \$5,135.00 \$3,445.00 \$1,760.00	\$4,750.00 \$2,567.50 \$1,722.50 \$880.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AAA: Westways	June 2009	Full Page 1/2 Page 1/3 Page 1/6 Page	\$9,500.00 \$5,135.00 \$3,445.00 \$1,760.00	\$4,750.00 \$2,567.50 \$1,722.50 \$880.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Official State Visitors Guide	January 2009	Full Page 1/2 Page 1/3 Page	\$17,212.50 \$9,477.00 \$6,460.00	\$8,606.25 \$4,738.50 \$3,230.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Professional Travel Planner	October 2008	Full Page 1/2 Page	\$4,500.00 \$2,550.00	\$2,250.00 \$1,275.00	<input type="checkbox"/> <input type="checkbox"/>
Arizona Republic/ Arizona Daily Star Winter Vacation Guide	November 2 nd (AZ Republic) November 9 th (AZ Daily Star)	Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page	\$19,181.25 \$9,900.00 \$6,600.00 \$4,950.00 \$3,300.00	\$9,590.63 \$4,950.00 \$3,300.00 \$2,475.00 \$1,650.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Arizona Republic/ Arizona Daily Star Summer Vacation Guide	June 7 th (AZ Republic) June 14 th (AZ Daily Star)	Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page	\$19,181.25 \$9,900.00 \$6,600.00 \$4,950.00 \$3,300.00	\$9,590.63 \$4,950.00 \$3,300.00 \$2,475.00 \$1,650.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
AZCentral.com	Available September – June	728x90 banner in News Section	\$1,000.00/month	\$500.00/month	Total Cost \$ _____
AZFamily.com	Available September – June	728x90 banner ROS (Run of Site) and 728x90 banner in Travel Section	\$1,600.00/month	\$800.00/month	Total Cost \$ _____

Exhibit A Section B

Name of Publication	Insertion Date	Size and Type	Full Net Rate	Half Net Rate (Insertion Cost)	Check ad to be purchased
Bonneville Radio - Phoenix KPKX-FM	TBD: September – June 30-second Spots M-F 6am-8pm	10 Spots/week 15 Spots/week 20 Spots/week	\$1,800.00/week* \$2,550.00/week* \$3,200.00/week*	\$900.00/week* \$1,275.00/week* \$1,600.00/week*	# of Weeks ____ Total \$ ____ *3 weeks minimum required
Bonneville Radio - Phoenix KTAR-FM	TBD: September – June 30-second Spots M-F 6am-7pm	10 Spots/week 15 Spots/week 20 Spots/week	\$1,250.00/week* \$1,500.00/week* \$1,500.00/week*	\$625.00/week* \$750.00/week* \$750.00/week*	# of Weeks ____ Total \$ ____ *3 weeks minimum required
Bonneville Radio - Phoenix KTAR-AM	TBD: September – June 30-second Spots M-F 6am-7pm	10 Spots/week 15 Spots/week 20 Spots/week	\$1,000.00/week* \$1,275.00/week* \$1,500.00/week*	\$500.00/week* \$637.50/week* \$750.00/week*	# of Weeks ____ Total \$ ____ *3 weeks minimum required
Bonneville Radio - Phoenix KTAR-FM, KTAR-AM, KPKX-FM (Combo)	TBD: September – June 30-second Spots M-F 6am-8pm	10 Spots/week	\$3,645.00/week*	\$1,822.50/week*	# of Weeks ____ Total \$ ____ *3 weeks minimum required
Canadian Traveller	September 2008 – AZ Sales Guide	Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page	\$3,090.00 \$2,121.00 \$1,653.00 \$1,377.00 \$670.00	\$1,545.00 \$1,060.50 \$826.50 \$688.50 \$335.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Citadel Radio - Tucson KIIM-FM	TBD: September – June 30 or 60 second Spots M-F 6am-7pm	10 Spots/week 15 Spots/week 20 Spots/week	\$1,900.00/week* \$2,850.00/week* \$3,800.00/week*	\$950.00/week* \$1,425.00/week* \$1,900.00/week*	# of Weeks ____ Total \$ ____ *3 weeks minimum required
Citadel Radio - Tucson KHYT-FM	TBD: September - June 30 or 60 second Spots M-F 6am-7pm	10 Spots/week 15 Spots/week 20 Spots/week	\$700.00/week* \$1,050.00/week* \$1,400.00/week*	\$350.00/week* \$525.00/week* \$700.00/week*	# of Weeks ____ Total \$ ____ *3 weeks minimum required
Citadel Radio – Tucson KSZR-FM	TBD: September - June 30 or 60 second Spots M-F 6am-7pm	10 Spots/week 15 Spots/week 20 Spots/week	\$500.00/week* \$750.00/week* \$1,000.00/week*	\$250.00/week* \$375.00/week* \$500.00/week*	# of Weeks ____ Total \$ ____ *3 weeks minimum required
Citadel Radio - Tucson KIIM-FM, KHYT-FM, KSZR-FM (Combo)	TBD: September - June 30 or 60 second Spots M-F 6am-7pm	10 Spots/week	\$2,800.00/week*	\$1,400.00/week*	# of Weeks ____ Total \$ ____ *3 weeks minimum required

Exhibit A Section B

Name of Publication	Insertion Date	Size and Type	Full Net Rate	Half Net Rate (Insertion Cost)	Check ad to be purchased
East Valley Tribune	April 2009 AZ Getaways (broadsheet)	Full Page 1/2 Page 1/3 Page 1/4 Page	\$6,552.00 \$3,276.00 \$2,184.00 \$1,638.00	\$3,276.00 \$1,638.00 \$1,092.00 \$819.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
East Valley Tribune	May 2009 Summer Escapes (tabloid)	Full Page 1/2 Page 1/3 Page 1/4 Page	\$3,344.00 \$1,672.00 \$1,115.00 \$836.00	\$1,672.00 \$836.00 \$557.50 \$418.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Los Angeles Magazine	November 2008 Destination AZ	Full Page 1/2 Page 1/3 Page 1/4 Page	\$11,550.00 \$7,738.50 \$5,659.50 \$3,580.50	\$5,775.00 \$3,869.25 \$2,829.75 \$1,790.25	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Los Angeles Magazine	April 2009 TEAM Section	Full Page 1/2 Page 1/3 Page 1/4 Page	\$11,550.00 \$7,738.50 \$5,659.50 \$3,580.50	\$5,775.00 \$3,869.25 \$2,829.75 \$1,790.25	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Madden Preprint (AZ Fall) Proposed insert in: ADVO - San Francisco Chicago Tribune New York Newsday Orange County Register Dallas Morning News Portland Oregonian Denver Post Seattle Times LA Newspaper Group Suburban Chicago Newspapers Minneapolis Star Tribune Westchester Journal News	September 21, 2008	Full Page 1/2 Page 1/4 Page 1/8 Page Brochure Ad (formatted listing)	\$25,394.00 \$13,966.00 \$8,887.00 \$6,349.00 \$2,792.00	\$12,697.00 \$6,983.00 \$4,443.50 \$3,174.50 \$1,396.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Madden Preprint (Canada) Proposed insert in: Calgary Herald Edmonton Journal National Post Toronto Star Vancouver Sun Victoria Times Colonist	November 9, 2008	Full Page 1/2 Page 1/4 Page 1/8 Page Brochure Ad (formatted listing)	\$25,394.00 \$13,966.00 \$8,887.00 \$6,349.00 \$2,792.00	\$12,697.00 \$6,983.00 \$4,443.50 \$3,174.50 \$1,396.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Madden Preprint (Spring) Proposed insert in: Albuquerque Journal Chicago Tribune Minneapolis Star Tribune Chicago Tribune Dallas Morning News San Diego Union Tribune Denver Post Seattle Times Las Vegas Review-Journal Suburban Chicago Newspapers	January 11, 2009	Full Page 1/2 Page 1/4 Page 1/8 Page Brochure Ad (formatted listing)	\$25,394.00 \$13,966.00 \$8,887.00 \$6,349.00 \$2,792.00	\$12,697.00 \$6,983.00 \$4,443.50 \$3,174.50 \$1,396.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Exhibit A Section B

Name of Publication	Insertion Date	Size and Type	Full Net Rate	Half Net Rate (Insertion Cost)	Check ad to be purchased
Madden Preprint (AZ in-state) Proposed insert in: ADVO—Phoenix ADVO—Tucson	May 17, 2009	Full Page 1/2 Page 1/4 Page 1/8 Page Brochure Ad (formatted listing)	\$16,337.00 \$8,985.00 \$5,716.00 \$4,084.00 \$1,798.00	\$8,168.50 \$4,492.50 \$2,858.00 \$2,042.00 \$899.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
MaddenPreprint (Oprah) Proposed insert in: Western circulation of Oprah Magazine	February, 2009 Romantic Escapes Special Section	Full Page 1/2 Page 1/4 Page 1/6 Page	\$37,559.00 \$21,408.00 \$12,770.00 \$9,765.00	\$18,779.50 \$10,704.00 \$6,385.00 \$4,882.50	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Metro Networks Tucson Traffic Sponsorships	TBD September - June 10 second spots read live plus 5 second billboard	50 Spots/week 75 Spots/week 100 Spots/week	\$2,000.00/week \$3,000.00/week \$4,000.00/week	\$1,000.00/week \$1,500.00/week \$2,000.00/week	# of Weeks _____ Total \$ _____
Native Peoples *includes 0.5% tax (local)	November/ December 2008	Full Page 1/2 Page 1/3 Page 1/4 Page	\$3,028.07* \$1,977.84* \$1,307.00* \$1,046.46*	\$1,514.03* \$988.92* \$653.50* \$523.23*	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Native Peoples & Heard Museum Program *includes 0.5% tax (local)	January/ February & Heard Museum Program	Full Page 1/2 Page 1/3 Page 1/4 Page	\$3,785.08* \$2,472.30* \$1,634.38* \$1,307.76*	\$1,892.54* \$1,236.15* \$817.19* \$653.88*	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Natural History	October 2008 Arizona Section	Full Page 1/2 Page 1/3 Page 1/6 Page	\$10,625.00 \$4,300.00 \$2,500.00 \$1,500.00	\$5,312.50 \$2,150.00 \$1,250.00 \$750.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Natural History	May 2009 Arizona Section	Full Page 1/2 Page 1/3 Page 1/6 Page	\$10,625.00 \$4,300.00 \$2,500.00 \$1,500.00	\$5,312.50 \$2,150.00 \$1,250.00 \$750.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Outside Magazine	December 2008 Active Travel Directory	1/6 Page 1/12 Page	\$2,430.00 \$1,215.00	\$1,215.00 \$607.50	<input type="checkbox"/> <input type="checkbox"/>
Outside Magazine	April 2009 Active Travel Directory	1/6 Page 1/12 Page	\$2,430.00 \$1,215.00	\$1,215.00 \$607.50	<input type="checkbox"/> <input type="checkbox"/>

Exhibit A Section B

Name of Publication	Insertion Date	Size and Type	Full Net Rate	Half Net Rate (Insertion Cost)	Check ad to be purchased
Phoenix Magazine *includes 0.5% tax (local)	February 2009	Full Page 1/2 Page 1/3 Page 1/4 Page	\$4,769.42* \$3,100.12* \$2,146.24* \$1,192.35*	\$2,384.71* \$1,550.06* \$1,073.12* \$596.18*	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Phoenix Magazine *includes 0.5% tax (local)	May 2009 Arizona Travel Guide Special Issue	Full Page 1/2 Page 1/3 Page 1/4 Page	\$4,769.42* \$3,100.12* \$2,146.24* \$1,192.35*	\$2,384.71* \$1,550.06* \$1,073.12* \$596.18*	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Phoenix Official Visitors Guide	December 2008	Full Page 2/3 Page 1/2 Page 1/3 Page 1/6 Page	\$8,956.00 \$7,228.00 \$5,814.00 \$4,401.00 \$2,342.00	\$4,478.00 \$3,614.00 \$2,907.00 \$2,200.50 \$1,171.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Recommend Magazine	October 2008	Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page	\$6,439.00 \$4,187.00 \$3,481.00 \$2,776.00 \$1,200.00	\$3,219.50 \$2,093.50 \$1,740.50 \$1,388.00 \$600.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Recommend Magazine	January 2009	Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page	\$6,439.00 \$4,187.00 \$3,481.00 \$2,776.00 \$1,200.00	\$3,219.50 \$2,093.50 \$1,740.50 \$1,388.00 \$600.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Recommend Magazine	April 2009	Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 Page	\$6,439.00 \$4,187.00 \$3,481.00 \$2,776.00 \$1,200.00	\$3,219.50 \$2,093.50 \$1,740.50 \$1,388.00 \$600.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Sunset – Travel Planner Directory	November 2008 (Full Circulation)	1/3 Page 1/6 Page	\$12,184.00 \$6,176.00	\$6,092.00 \$3,088.00	<input type="checkbox"/> <input type="checkbox"/>
Sunset – Travel Planner Directory	March 2009 (Full Circulation)	1/3 Page 1/6 Page	\$13,159.00 \$6,671.00	\$6,579.50 \$3,335.50	<input type="checkbox"/> <input type="checkbox"/>
Sunset – Travel Planner Directory	May 2009 Southwest & Mountain	1/3 Page 1/6 Page	\$4,710.00 \$1,982.00	\$2,355.00 \$991.00	<input type="checkbox"/> <input type="checkbox"/>
Traffic Pulse Phoenix Traffic Sponsorships	TBD September – June 10 second spots read live	50 Spots per Week 75 Spots per Week 100 Spots per Week	\$3,400.00/week \$5,100.00/week \$6,800.00/week	\$1,700.00/week \$2,550.00/week \$3,400.00/week	# of Weeks _____ Total \$ _____

Exhibit A Section B

Name of Publication	Insertion Date	Size and Type	Full Net Rate	Half Net Rate (Insertion Cost)	Check ad to be purchased
True West	Source Book November 19, 2008	Full Page	\$2,152.50	\$1,076.25	<input type="checkbox"/>
		1/2 Page	\$1,286.25	\$643.13	<input type="checkbox"/>
		1/3 Page	\$851.25	\$425.63	<input type="checkbox"/>
True West	January/ February 2009	Full Page	\$2,184.50	\$1,092.25	<input type="checkbox"/>
		1/2 Page	\$1,330.25	\$665.13	<input type="checkbox"/>
		1/3 Page	\$841.50	\$420.75	<input type="checkbox"/>
True West	April 2009	Full Page	\$2,184.50	\$1,092.25	<input type="checkbox"/>
		1/2 Page	\$1,330.25	\$665.13	<input type="checkbox"/>
		1/3 Page	\$841.50	\$420.75	<input type="checkbox"/>
Tucson Official Visitors Guide	Fall/Winter August 1, 2008	Full Page	\$4,735.00	\$2,367.50	<input type="checkbox"/>
		2/3 Page	\$4,185.00	\$2,092.50	<input type="checkbox"/>
		1/2 Page	\$2,635.00	\$1,317.50	<input type="checkbox"/>
		1/3 Page	\$2,230.00	\$1,115.00	<input type="checkbox"/>
		1/6 Page	\$1,342.00	\$671.00	<input type="checkbox"/>
Tucson Official Visitors Guide	Spring/Summer February 1, 2009	Full Page	\$4,735.00	\$2,367.50	<input type="checkbox"/>
		2/3 Page	\$4,185.00	\$2,092.50	<input type="checkbox"/>
		1/2 Page	\$2,635.00	\$1,317.50	<input type="checkbox"/>
		1/3 Page	\$2,230.00	\$1,115.00	<input type="checkbox"/>
		1/6 Page	\$1,342.00	\$671.00	<input type="checkbox"/>
US Airways	November 2008	Full Page	\$10,752.50	\$5,376.25	<input type="checkbox"/>
		1/2 Page	\$6,451.50	\$3,225.75	<input type="checkbox"/>
		1/3 Page	\$4,836.50	\$2,418.25	<input type="checkbox"/>
		1/4 Page	\$2,900.00	\$1,450.00	<input type="checkbox"/>
US Airways	February 2009	Full Page	\$10,752.50	\$5,376.25	<input type="checkbox"/>
		1/2 Page	\$6,451.50	\$3,225.75	<input type="checkbox"/>
		1/3 Page	\$4,836.50	\$2,418.25	<input type="checkbox"/>
		1/4 Page	\$2,900.00	\$1,450.00	<input type="checkbox"/>
W'est	February 2009	Full Page	\$3,975.00	\$1,987.50	<input type="checkbox"/>
		1/2 Page	\$2,175.00	\$1,087.50	<input type="checkbox"/>
		1/4 Page	\$1,175.00	\$587.50	<input type="checkbox"/>
		Photo Directory Listing	\$675.00	\$337.50	<input type="checkbox"/>

All prices above do not include state tax. Advertisers will be responsible for their portion of the state advertising taxes.